ROU Brief - 1/25/96

For: AVP/RSM/RBM/ROM/KAM/RM-DFM/MC/PC/PRC/SC

FSC-9-A

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I. DISTRIBUTE TO ALL FIELD SALES PERSONNEL

WORKPLAN

➧ *Top-Applied Coupons Update*

In recent sales comments, many of you have asked "why" the new top-applied coupons are being used and "why" are we using blue and white coupons vs. bright colors, etc. (communicated in FSC 166-A, 10/13/95).

The top-applied coupons were developed to allow a cleaner, more uncluttered look to our cigarette packs. Store coupons are intended to be an added value to consumers at time of purchase vs. being the major reason for purchase. Once the consumer opens the pack, we want them to focus on packaging, quality of product, product imagery and other non-pricing attributes. Over time we hope to build loyalty to the brand vs. loyalty to the discount. Key objectives of the top-applied coupons are to:

- Give RJR brands, with a discounted offer a more quality look
- Allow packaging and brand registration to be better seen
- Reflect a more quality "worth the price" image (coupons in blue & white)
- Minimize traces of discounting once the pack is opened.

We are investigating the problem some of you may have experienced with the coupons tearing the packaging on the soft pack styles.

ROU Program Contacts: Sharon Reid, extension #2584
Dick Luongo, extension #6110

➧ *Workplan POS Indicators*

At this time, it is not necessary to update your POS indicators. We are in the process of evaluating the POS Indicator System with the objective of making it more user friendly and functional. We will inform you at a later date when the revised POS Indicator System is available for use.

ROU Program Contact: Steven O'Leary, extension #3466

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Source: https://www.industrydocuments.ucsf.edu/docs/ntjy0000

II. ROU DETAIL

MERCHANDISING

➡ ***Discontinued Metal Flex Components***

Due to minimal usage, the listed below Flex Decor components will be discontinued when inventory depletes or 1/31/96 (whichever comes first). If these components are required, they may be obtained by ordering the appropriate Side Decor Panel Kit.

Item #	Description
388907	LP OUTER CORNER DECOR CHANNEL KIT
388918	MP OUTER CORNER DECOR CHANNEL KIT
388929	HP OUTER CORNER DECOR CHANNEL KIT
389446	LP INNER CORNER DECOR CHANNEL KIT
389457	MP INNER CORNER DECOR CHANNEL KIT
389468	HP INNER CORNER DECOR CHANNEL KIT

Program Contact: Andrea Lewis, Sales Materials, extension #3305

➡ ***Non-Illuminated PCD Sign Holder***

As a reminder, the Non-Illuminated PCD Sign Holder #490442 or the Non-Illuminated Enhanced Sign Holder #490430 should be ordered for unlighted System III Displays. The Top Sign #179203 should only be ordered when the Light Box #469082 is required.

Program Contact: Andrea Lewis, Sales Materials, extension #3305

➡ ***Branded Repack Cartons***

In an effort to minimize waste and streamline ordering processes, we are converting all branded repack cartons from 100 per SKU to eaches (1 per SKU). Important: both the KS and 100 unsaleable white repack cartons will remain at 100 per SKU. All items will retain their original item numbers.

On January 30, order entry for these items will be blocked so that we will have ample time to convert the items on SMS. All items that have been ordered by January 29 will be shipped with the 100 SKU pack. Effective February 2, order entry will resume.

Program Contact: Linda Haynes, extension #2234

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Source: https://www.industrydocuments.ucsf.edu/docs/ntjy0000